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Dear Mr. Raborn:

On two previous occasions, I have taken the opportunity to call your attention to unprecedented television programs planned by NBC News. On September 2, 1963, it was "The American Revolution of '63," a three-hour telecast documenting the civil rights story. Last year, on September 7, it was "American White Paper: United States Foreign Policy," a three-and-one-half-hour examination of American foreign policy.

Now, on Monday, May 9, NBC News will televise "The Hill Country: Lyndon Johnson's Texas," a unique one-hour color program presenting President Johnson's personally conducted tour of the Hill Country of South Central Texas, on the NBC Television Network (10-11 p.m., NYT). Never before has a President of the United States, in the course of his own administration, appeared on television to reflect on the history of his family and on his own formative years.

We hope you will find time to watch this unusual program.

William R. McAndrew

President NBC News